

## **Cigarette Required Warnings – Other Foreign Language Advertisements**

### **U.S. Food and Drug Administration**

### **PROPOSED Edition 1.0, November 2010**

This document contains the electronic images of the color graphics that must be used according to § 1141.10(b)(4) (21 CFR 1141.10(b)(4)) to generate foreign language required warnings (other than Spanish) for cigarette advertisements (for English-language and Spanish-language cigarette warnings, *click here* [[hyperlink to “Cigarette Required Warnings – English and Spanish”](#)]). Additional requirements relating to these required warnings are set forth in part 1141 (21 CFR part 1141) [[hyperlink to part 1141](#)].

The Federal Cigarette Labeling and Advertising Act (FCLAA), 15 U.S.C. 1331 *et seq.*, requires each cigarette package and cigarette advertisement to bear one of nine textual warning statements. FDA’s regulations at part 1141 require that these textual warning statements be accompanied by color graphics depicting the negative health consequences of smoking. The combination of a textual warning statement and its accompanying color graphic forms each of the “required warnings” that must appear on the cigarette package and in the cigarette advertisement.

In advertisements, the textual portion of the required warning must be in the English language, with two exceptions. First, according to § 1141.10(b)(2)(i), if an advertisement appears in a non-English publication, the textual portion of the required warning shall appear in the predominant language of the publication, whether or not the advertisement is in English. Second, according to § 1141.10(b)(2)(ii), if an advertisement appears in an English language publication but is not itself in English, the textual portion of the required warning shall appear in the same language as that principally used in the advertisement.

The images shown below are the color graphic portion of each required warning. The textual warning statement that is to accompany each of these color graphics is specified in English above the color graphics. When a foreign language required warning is required by § 1141.10(b)(2), § 1141.10 requires that each required warning be the color graphic obtained and accurately reproduced from the images in this document, into which a true and accurate translation of the textual warning statement is inserted, except that the required warning must be adapted as necessary to meet the requirements of section 4 of FCLAA, including area and other formatting requirements, and part 1141.

FCLAA provides for different formatting variations for each foreign language required warning. One of the formats presents the textual portion of the required warning in black text on a white background and enclosed by a black rectangular border and the other format presents the textual portion of the required warning in white text on a black background and enclosed by a white border.

The different formatting variations for each color graphic (one enclosed by a black border and one enclosed by a white border) are presented below underneath their respective textual warning statement. The version of the image enclosed in a black rectangular border must be used to

generate the black text/white background format variation, and the version of the image enclosed in a white rectangular border must be used to generate the white text/black background format variation.

[Note: This proposed document has placeholders for where thumbnail displays of each image would be included. In addition, larger high resolution versions of each image would be available for viewing by (1) clicking on each thumbnail and (2) by clicking on the link at the bottom of the document to download compressed files for all the images.]

**“WARNING: Cigarettes are addictive.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Tobacco smoke can harm your children.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Cigarettes cause fatal lung disease.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Cigarettes cause cancer.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Cigarettes cause strokes and heart disease.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Smoking during pregnancy can harm your baby.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Smoking can kill you.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**“WARNING: Quitting smoking now greatly reduces serious risks to your health.”**

COLOR GRAPHIC IMAGE  
WITH WHITE BORDER

COLOR GRAPHIC IMAGE  
WITH BLACK BORDER

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**Compressed files with all images**

[[link to download high resolution PDFs of all images](#)]